

9/11/90

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## SUMMARY OF PRICE VALUE BRAND AND SEGMENT CHANGES

	6/13/90 1990 <u>2ND REV. EST.</u>	9/10/90 1990 <u>3RD REV. EST.</u>	<u>DIFF</u>
<u>BRANDED GENERICS</u>	<u>10.83</u>	<u>10.57</u>	<u>-0.26</u>
*P.M. NEW (BUCKS)	0.25	0.24	-0.01
DORAL	4.09	4.19	0.10
CAMBRIDGE	2.62	2.56	-0.06
RICHLAND 20's	0.75	0.57	-0.18
ALPINE	0.70	0.64	-0.06
VICEROY	1.20	1.15	-0.05
 <u>SUB-GENERICS</u>	 <u>2.72</u>	 <u>3.02</u>	 <u>0.30</u>
*PYRAMID	1.32	1.24	-0.08
*MONTCLAIR	0.46	0.55	0.09
*BRISTOL	0.74	0.78	0.04
*NEW (AMER)MISTY SLIMS	0.00	0.10	0.10
*NEW (B&W)RALEIGH EXTRA	0.20	0.35	0.15
 <u>PRICE OFF</u>	 <u>0.78</u>	 <u>0.84</u>	 <u>0.06</u>
*SAVVY	0.01	0.00	-0.01
MALIBU	0.60	0.55	-0.05
*STERLING	0.00	0.12	0.12
 <u>BLACK &amp; WHITE GENERICS</u>	 <u>3.04</u>	 <u>3.24</u>	 <u>0.20</u>
PM (FVB)	0.44	0.60	0.16
LIGG	1.00	1.04	0.04
 TOTAL PRICE VALUE	 18.00	 18.30	 0.30